

How does NielsenIQ ensure data quality?



What do we do?

At NielsenIQ, we apply a set of global standards to the statistical procedures known as WatchBuilder Standards in our Retail Measurement Services (RMS) in order to:

- Create greater harmonization of the global NielsenIQ services.
- Provide our clients with consistent information and quality.
- Develop and install global standards for core products that are competitively superior.
- Establish an environment that accommodates different and changing market conditions.
- Create a sound infrastructure for evolution of core products and profitable growth.

Where do our standards come from?

All of our standards are:

- Derived from the NielsenIQ Statistical Policies.
- Best Demonstrated Practices to meet Client expectations about Statistical Quality.
- Stated in terms of required processes that minimize risk of wrong statistical decisions.
- Provided in a framework for continuous improvement.
- Defined by NielsenIQ's most experienced statisticians.
- Based on NielsenIQ's valuable proprietary knowledge in practical marketing research application.



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What does this mean for you?

You should have:

- Clear expectations about Statistical Quality.
- A better understanding of your NielsenIQ data.
- Enhanced utilization of your data.
- Increased confidence in NielsenIQ.
- A clearer perception of NielsenIQ's value.

For specific information about how these standards apply to your brands, markets and regions, connect with your local, regional and global teams.